

North Lincolnshire Council  
Development Management,  
Church Square House,  
30-40 High Street,  
DN15 6NL

18 July 2025

Dear Sir / Madam,

## **TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007**

### **QUEENSWAY AUTO MEDICS, QUEENSWAY, SCUNTHORPE, DN16 1BH: ERECTION OF D-POSTER ADVERTISEMENT**

Please find enclosed an application for advertisement consent for a freestanding digital 48 sheet advertisement at the above site. The Site has been selected due to its suitability for advertising and will help to establish a network of displays in the area. It will be capable of being operated from a central location and significantly reduce vehicle trips for reposting when compared with a traditional poster and paste billboard.

This proposal is part of an industry-wide drive to rationalise, modernise, and upgrade advertising infrastructure to meet modern requirements. In addition to converting some of the better-located sites to digital, in many instances, this will mean removing inappropriately located or poorly performing paper and paste advertisements and developing new sites in better locations. The overall strategy is to reduce the number of displays to deliver premium sites in the best locations, capable of supporting multiple advertising campaigns and providing a piece of digital infrastructure adaptable to a wide range of uses.

#### **The Applicant**

Wildstone Estates Limited is part of the Wildstone Group, an outdoor media infrastructure provider that owns and manages the land and equipment required for advertising. Their advertising assets are then rented to operators, who sell the advertising space to local and national companies for various advertising campaigns.

Outdoor Advertising is now widely recognised by lenders as a property class, allowing it to attract new investment and innovation. As an outdoor media infrastructure provider, Wildstone has invested in the development of hardware in the form of the "D-Poster" panel, which is a high-quality ultra-thin display that offers a high level of control over brightness and reduced energy consumption. The control mechanisms in place enable the D-Poster to mimic a traditional 48 sheet poster during the day and ensure that it is muted and at a suitable contrast to the ambient light at night time.

As landlords, Wildstone will always have a long-term investment in their sites, regardless of who the tenant is,

and will manage their assets to ensure that the sites are well-maintained and the displays are operating in line with planning conditions. Any problems arising from the sites can therefore be dealt with by a single controlling party.

As the largest owner of advertising assets in the Country and landlord to all of the major operators, Wildstone is now also in a strong position to be able to push best practice. Through partnership with the media operators and screen maintenance and monitoring contractors, new systems of control have already been established to help manage the operation of the displays.

Content is controlled remotely in real time from a Network Operation Centre (NOC), and the sites are monitored remotely 24/7 to facilitate responsive maintenance. Engineers are located nationwide to be able to respond within 24 hours to any issues that cannot be dealt with remotely. Diagnostics software can report any small technical faults (e.g., a broken panel) so that a kill switch can turn the content to black until the engineer can reach the site.

## The Proposal

The proposal seeks to erect a D-Poster display at Queensway Auto Medics, Queensway, Scunthorpe, DN16 1BH, which will display multiple static advertisements on rotation.

The proposed panel has the same dimensions as a standard 48-sheet hoarding, measuring 6m(w) x 3m(h) x 0.061m(d) and will be positioned 2.4m above ground. The proposed new display technology is lightweight, durable, efficient, and can be easily erected with minimal engineering. In most instances, the erection of a D-Poster can be achieved at a similar speed to a traditional display, with minimal structural work. The quality of the image produced will mimic that of a traditional poster and paste display (**Appendix 1**).

The proposed display will meet modern requirements and will be capable of displaying 6 advertising campaigns at a time, sequencing every ten seconds. The proposal is submitted as part of a nationwide project to upgrade traditional advertising hoardings to a modern digital format, which will see an overall reduction in adverts, as multiple advertising campaigns can be supported by a single panel. This will result in the consolidation of “multi-panel” sites into single panels. As can be seen in Figure 1, there has been an overall reduction in the volume of advertising panels over an extended period of time, even though the number of digital sites is increasing.

At present, there are over 1,300 digital 48-sheet advertisements across the UK, which is up from just 45 in 2015. However, over the same period, the number of poster and paste 48 sheets has more than halved, from 18,519 to 8,910. This is a total reduction of 8,335 panels nationwide, demonstrating a clear pattern of rationalisation and decluttering associated with digital upgrades. Since this project began, Wildstone has obtained consent for over 700 consents for digital advertisements across the UK.

**Classic & Digital Roadside 48 sheets: 2015-2022**

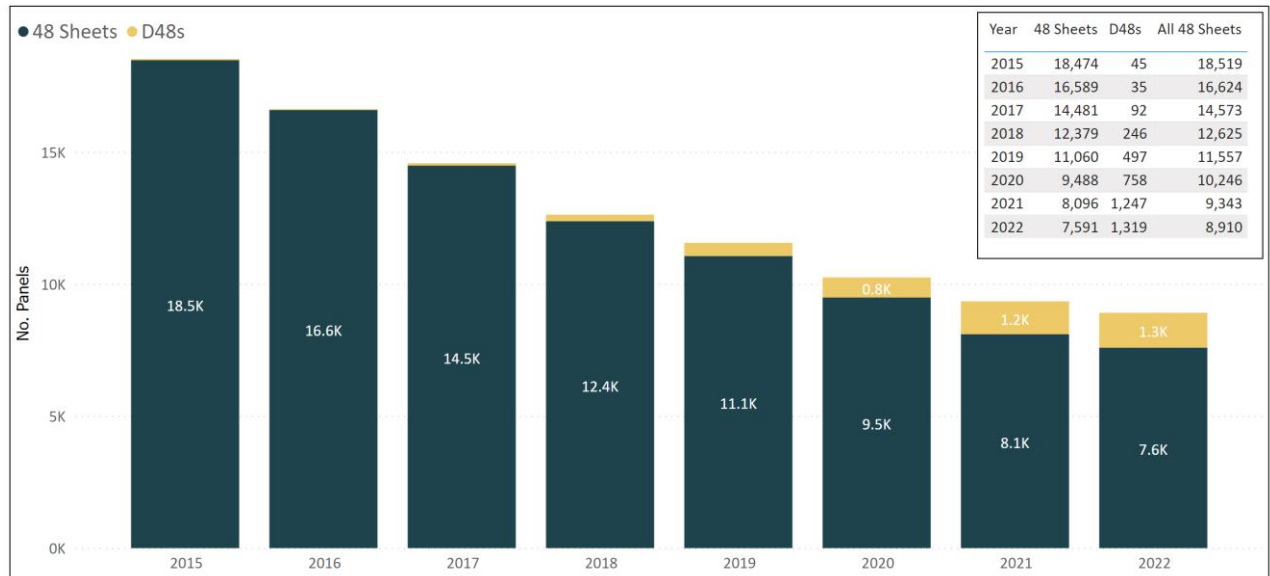


Figure 1 - Reduction in 48 sheet advertising 2015-2022

As well as removing clutter, this consolidation has additional benefits, such as the reduction in vehicle trips to repost adverts every two weeks, as this can now be done remotely.

**Conditions**

All advertisements are subject to the five standard conditions set out in The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the “Regulations”). The vast majority of digital advertisement consents now also operate within an established set of parameters that include controls over the level of luminance and the proposed speed and rate of change between adverts. These “industry standard” conditions have evolved over time in order to address common concerns relating to amenity and public safety.

Wildstone and the industry body “Outsmart” have been working to establish best practice for the control of displays both at night and during the day. The D-Poster displays operate with a system of threshold controls, timers, and light sensors to ensure that the luminance never exceeds the ILP guideline figure at night time, with lower thresholds set on more sensitive sites. Example sites operating in accordance with ILP Guidance during different times of the day are included in **Appendix 2** for information.

Newly published guidelines by the Institute of Lighting Professionals (ILP) have introduced a new set of model conditions that can be applied to advertisement consents going forward. The model conditions are set out within Appendix 1 of Technical Note 5 “The Brightness of Illuminated Advertisements including Digital Displays” (PLG05/23) and are included within **Appendix 3** of this statement for clarity.

**The Site**

The Site is located at Queensway Auto Medics, Queensway, Scunthorpe, DN16 1BH. The Site surroundings are predominantly industrial and commercial in character. The Site is not located within a conservation area, nor is the Site located adjacent to or near any listed buildings.

The closest residential buildings to the Site are located on Turnstone Drive, approximately 45 metres away and separated by Queensway, foliage, and trees, and as such no residential windows would directly overlook the proposed display.

The Site itself is currently used for the storage, sale, and repair of motor vehicles and vehicle parts. The Site is located adjacent to Lidl Supermarket.

In accordance with the categorisations set out in the newly published ILP Guide PLG 05/23, the proposal would be classified as within Environmental Zone 3 (Suburban).

The Site is in a location where advertising of this type would typically be found.



**Image 1: The Application Site**

## **Planning Policy**

The legislative framework for the control of advertisements is contained within The Regulations. Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The National Planning Policy Framework 2024 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 141 of the NPPF advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. As described in the National Planning Practice Guidance (NPPG) the regime is a "lighter touch" than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

The development Plan for the area consists of the North Lincolnshire Local Plan (2003). Policy DS18 of the North Lincolnshire Local Plan (2003) sets out the Council's advertisement policy. Policy DS18 states that applications for the display of advertisements will be granted provided that:

- i) *the advertisement is appropriately positioned in relation to the design of the building and is of an appropriate scale; and*
- ii) *the advertisement does not create a hazard to public safety; and*
- iii) *advertisements are kept to the minimum to avoid clutter which would detract from the character of the building and street scene; and*
- iv) *where a sign is lit the type and level of illumination is appropriate to the location; and*
- v) *the construction, materials and colour of the advertisement are sympathetic to the building and locality.*

Policy DS18 follows the same approach as the Regulations in granting consent, provided advertisements have an acceptable impact upon amenity or public safety.

## **Planning Considerations**

The proposal seeks to erect a digital 48 sheet advert at Queensway Auto Medics, Queensway, Scunthorpe, DN16 1BH.

The proposed location is considered to be appropriate in principle for advertising, and the impact of the proposal has been considered in amenity and public safety terms as follows:

### Amenity

In terms of visual amenity, the proposed display would be located in an area that is predominantly industrial and commercial in character. The Site itself has palisade metal fencing on its front boundary, often used to protect commercial, industrial, and high-security properties. The front of the Site is used to store motor vehicles with single-storey workshops and office buildings behind. The proposal would not be detrimental in either an immediate or wider sense. It is not within a conservation area, attached or adjacent to a listed building, or within proximity of any local heritage assets.

The scale of the proposed advert in the built environment would be appropriate and would be smaller in height than the adjacent Lidl Supermarket and similar in height to the existing buildings on the Site. Existing advertising in the area includes fascia signs and projecting signs, pole signs, and price markers. Furthermore, Lidl Supermarket has three 48 sheet paper and paste advertisements on its western elevation facing its car park. The commercial and industrial context of the surroundings and nearby examples of similar adverts establish the Site as appropriate for an illuminated advert of this type.

There are some residential properties near the Site, south of Queensway on Turnstone Drive. However, trees and vegetation create a barrier between the industrial and commercial areas to the north of Queensway and the residential properties to the south. Therefore, it is considered that the proposed display would be sympathetic and in keeping with its locality as it would relate to the development north of Queensway, which is different in its character and appearance from the residential properties to the south.

Given the above, the proposed display would have an acceptable impact on visual amenity. It would integrate well into the industrial and commercial areas to the north of Queensway, and would not harm to residential characteristics to the south. The display would comply with Policy DS18 of The North Lincolnshire Local Plan (2003).

In terms of neighbouring amenities, the proposed display would be located near some residential properties on Turnstone Drive. However, the proposed display would not directly face the rear windows of these

properties, with the proposed display facing west and the rear windows facing north. Furthermore, visual filtering from trees and foliage would block direct views of the supporting hoarding.

Other properties on Wensleydale Road and from Number 292 Queensway are located a significant distance from the application Site, with their windows not facing the proposed display. As such, these properties would not be impacted by the display. There is one residential semi-detached building (Numbers 16-18 Wensleydale Road) which would face the display more directly. However, this building is located almost 100 meters from the location of the proposed display, and several trees and bushes would block views of the display from the front-facing windows of these buildings. Therefore, the amenities of these neighbours would not be impacted by the proposed display.

In accordance with the categorisations set out in the newly published ILP Guide PLG 05/23, the maximum nighttime luminance of the display should be set at 300cd/m<sup>2</sup>. The reduction in night time luminance will further mitigate any potential impacts at night and ensure that the display is not dominant.

Overall, the proposed display would not harm or erode neighbouring amenity. The proposed display would comply with Policy DS18 of the North Lincolnshire Local Plan (2003).

## Public Safety

There are now over 1,300 digital 48 sheets in the UK, operating without issue in a wide variety of roadside environments. Digital advertising is now a common feature in town centres and adjacent to major roads across the Country, and there remains no causal evidence that they cause traffic collisions. Nevertheless, it is an accepted fact that advertisements are intended to attract attention. As such, they are best located in situations where demands on a driver are low and they do not conflict or confuse with other traffic signs or signals.

Over the past decade, an industry standard set of conditions has been established to control their use and minimise the potential for driver distraction. The proposal will operate within these conditions, thereby limiting the potential for distraction.

The proposed display would face eastbound traffic on Queensway. The road in this location is straight and is a dual carriageway. Visibility on the approach to the Site is excellent.

There is a junction on the eastbound approach to the Site with Dudley Road. The junction includes pedestrian crossings and is controlled by traffic lights. Visibility of this junction is excellent on the eastbound approach. Given the distance from the junction to the Site (150 meters), it is unlikely that the proposed display would distract road users in this location.

Beyond the junction, there are no pedestrian crossing points or junctions; the road is straight, and visibility is excellent. There is a crossover for the Site itself, of which cars would be entering and exiting; however, this crossover is very visible to road users. Likewise, the visibility for vehicles emerging from the crossover is also excellent, and the proposed display would not hinder this.

Overall, the proposal Site is in an uncomplicated location that drivers should be able to navigate with ease. The road is relatively straight, is a dual carriageway, and is slow-moving. The cognitive demand on road users at this point is low, as there are no unusual highway complexities that would require extra care to be taken. As such, drivers would be entirely capable of glancing at advertisements whilst maintaining stopping distances and an awareness of surrounding traffic movements.

Furthermore, according to crashmap.co.uk, there have been no accidents on the approach to the Site in the past 9 years, indicating a very safe stretch of road. Given the above, the proposed display would comply with Policy DS18 of the North Lincolnshire Local Plan (2003).

## Benefits of Digital Advertising

The attractiveness of digital advertising to an infrastructure provider is that it allows the advertising network to be better managed, monitored, and maintained. For operators, the inherent flexibility allows smarter real-time campaigns and better control over sales. These factors manifest in wider public benefits as summarised below:

- High quality and robust designs;
- Tidy and well-maintained sites and biodiversity net gain where the site allows;
- Uplift in business rates to spend on public services;
- Reduction in vehicle trips and associated noise, air quality, and climate considerations;
- Removal of multiple advertising sites and panels and reduction in clutter;
- Reduction in waste involved in the poster production process;
- Greater flexibility to enable better access to advertising displays for local businesses;
- Platforms to broadcast emergency messaging;
- Ability to use void periods for public messaging and public art campaigns; and
- Opportunity to integrate additional hardware to meet Smart City objectives.

These are benefits to development that will not be achieved by maintaining the status quo.

## Conclusion

The proposal will be located on a commercial site with a commercial and industrial area in a position where advertising of this type is commonplace. The advertising is in scale with the surrounding built development, which ranges from 1 to 2 storeys. The proposed conditions to control the luminance of the screens and the operation of the digital screens will ensure that there is no adverse impact on amenity or road safety. As such, the proposed display would comply with Policy DS18 of the North Lincolnshire Local Plan (2003).

For these reasons and the positive benefits set out, it is considered that the application should be granted consent.

## Application Submission

In order to complete the application, please find attached the following documentation:

- Completed application forms
- Letter Statement (this letter);
- Architectural drawings including;
  - 25620-PA-01-OS-PLANNING-FINAL-PDF (1) Site Location Plan
  - 25620-PA-02-OS-PLANNING-FINAL-PDF (2) Existing Site Plan
  - 25620-PA-03-OS-PLANNING-FINAL-PDF (3) Proposed Site Plan
  - 25620-PA-04-OS-PLANNING-FINAL-PDF (4) Existing and Proposed Elevations

Additionally, we will arrange payment to the Council to cover the cost of the Advertisement Consent application.

I trust that the above is clear, and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

Yours faithfully,

**Patrick Franklin**

Senior Planner  
For and on behalf of Carter Jonas LLP

E: [patrick.franklin@carterjonas.co.uk](mailto:patrick.franklin@carterjonas.co.uk)  
M: 07972 576076

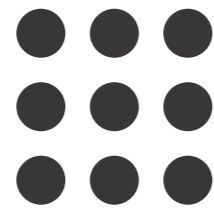
## APPENDIX 1 - D-POSTER EXAMPLE

# D-POSTER

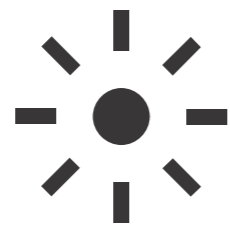


D-Poster

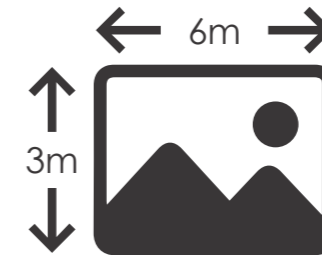
Paper and Paste



High resolution LED display



Dimmable to 55 cd/m<sup>2</sup>  
Embedded ambient light sensors to control brightness



Sized to match existing poster panels



Reduced depth of 60mm compared to traditional digital panel (300-600mm)

## **APPENDIX 2 - EXAMPLE SITES OPERATING IN ACCORDANCE WITH ILP GUIDANCE DURING DIFFERENT TIMES OF THE DAY**



Daytime Clear Skies



**FREE RANGE**

1. In Style  
2. The Magnificent by the Plant  
3. In Motion, 2020  
London College of Communication  
Bridgman.com  
©\_R.A.L.



Developed by the students of 2020  
in partnership with Clear Channel  
©2020 Clear Channel

Clear Channel



**GET SHARP**

Daytime Overcast



DOWNHILLS PARK ROAD

Clear Channel

Belmont  
Controlled  
ZONE

Wood Green  
Outer  
Controlled  
ZONE

Mon - Sat  
8 am - 6.30 pm

Twilight

**Mp Pitchford Steelstock**  
Tel: 01384 489030

Tomorrow  
begins **Today.**

40

TOOL  
Hire

PAVING

Every day at home  
is making  
a difference.

Dusk



NUNNERY  
DRIVE 2

prime video  
THE RINGS OF POWER  
NEW EPISODE FRIDAYS  
EVIL  
RISES AGAIN  
ITSELF  
Clear Channel

Night

### Appendix 3 – Model Conditions

The following model conditions are as set out in Appendix 1 of the Institute of Lighting Professionals (ILP) Technical Note 5 “The Brightness of Illuminated Advertisements including Digital Displays” (PLG05/23).

The model conditions include the standard conditions set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 [The Regulations].

The first condition relates to the standard time period of a consent, which, unless otherwise specified, should be five years, as set out in Part 3 of The Regulations. Please note, following the expiry of the time period an application would benefit from Deemed consent under Class 14 Schedule 3 of the Regulations. As set out in National Planning Practice Guidance (NPPG), conditions cannot be used to prevent the operation of Class 14 unless supported by specific and relevant planning considerations.

The second condition seeks to ensure that the application is implemented in accordance with the approved plans and application documents.

Conditions 3 to 7 represent the five “standard conditions” attached to all applications for advertisement consent, set out in Schedule 2 of the Regulations.

Conditions 7 to 13 are commonly applied to digital consents and have been standardised by ILP with reference to the updated guidance document.

These conditions can be adapted to suite the application proposal, with additional conditions added where they pass the standard tests set out in the National Planning Policy Framework (NPPF).

#### Time Period

1. The consent now granted is limited to a period of five years from the date hereof.

*Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*

#### Application Documents

2. The development shall be undertaken in strict accordance with the approved documents for this Advertisement Consent which comprise:

[List application docs and drawings]

*Reason: To define the permission and for the avoidance of doubt and in the interest of proper planning procedures.*

#### Standard Conditions

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

*Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements

shall be maintained in a condition that does not endanger the public.

*Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

*Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*

6. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

*Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*

7. No advertisement shall be sited or displayed so as to:

- a) Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military).
- b) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal, or aid to navigation by water or air.
- c) Hinder the operation of any device used for the purpose of security, or surveillance, or for measuring the speed of any vehicle.

*Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*

### Digital consents

8. There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.

*Reason: In the interests of amenity and in order to retain effective planning control.*

9. In the hours of darkness, the advertisement display luminance shall be no greater than [300cd/m<sup>2</sup>] in accordance with the recommended maximum night time luminance value set out for [Environmental Zone 4] in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m<sup>2</sup>.

*Reason: In the interests of amenity, public safety and in order to retain effective planning control.*

10. In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated

Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m<sup>2</sup>.

*Reason: In the interests of amenity, public safety and in order to retain effective planning control.*

11. Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.

*Reason: In the interests of amenity, public safety and in order to retain effective planning control.*

12. The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

*Reason: In the interests of amenity, public safety and in order to retain effective planning control.*

13. No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

*Reason: In the interests of amenity and in order to retain effective planning control.*

**Appendix 4 - Application for Advertisement Consent: Proposal Factsheet**

URN: 25620

Site Name: Queensway Auto Medics, Queensway, Scunthorpe, DN16 1BH

Planning Portal Reference: PP-14181722

<b>Advertising Type</b>	Digital
<b>Size of Advertisement (HxWxD)</b>	3m x 6m x 0.061m
<b>Number of Panels</b>	1
<b>Max Daytime Illumination</b>	Up to 5,000 cd/sqm (Brightness will vary during daylight hours based on ambient brightness (ie brighter on a cloudless summers day than overcast winters day)
<b>Max Night-time Illumination</b>	300cd/sqm
<b>Notes</b>	Brightness adjusted by a light sensor backed by a light table